

FIG. 1

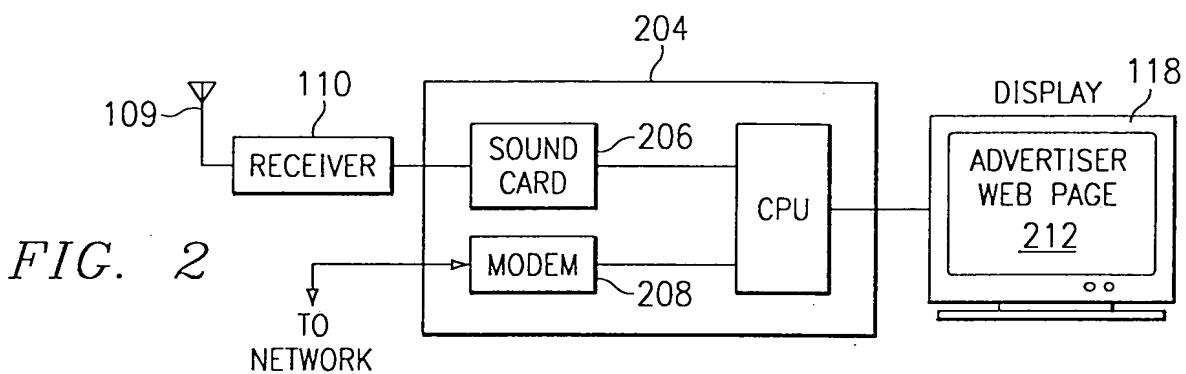


FIG. 2

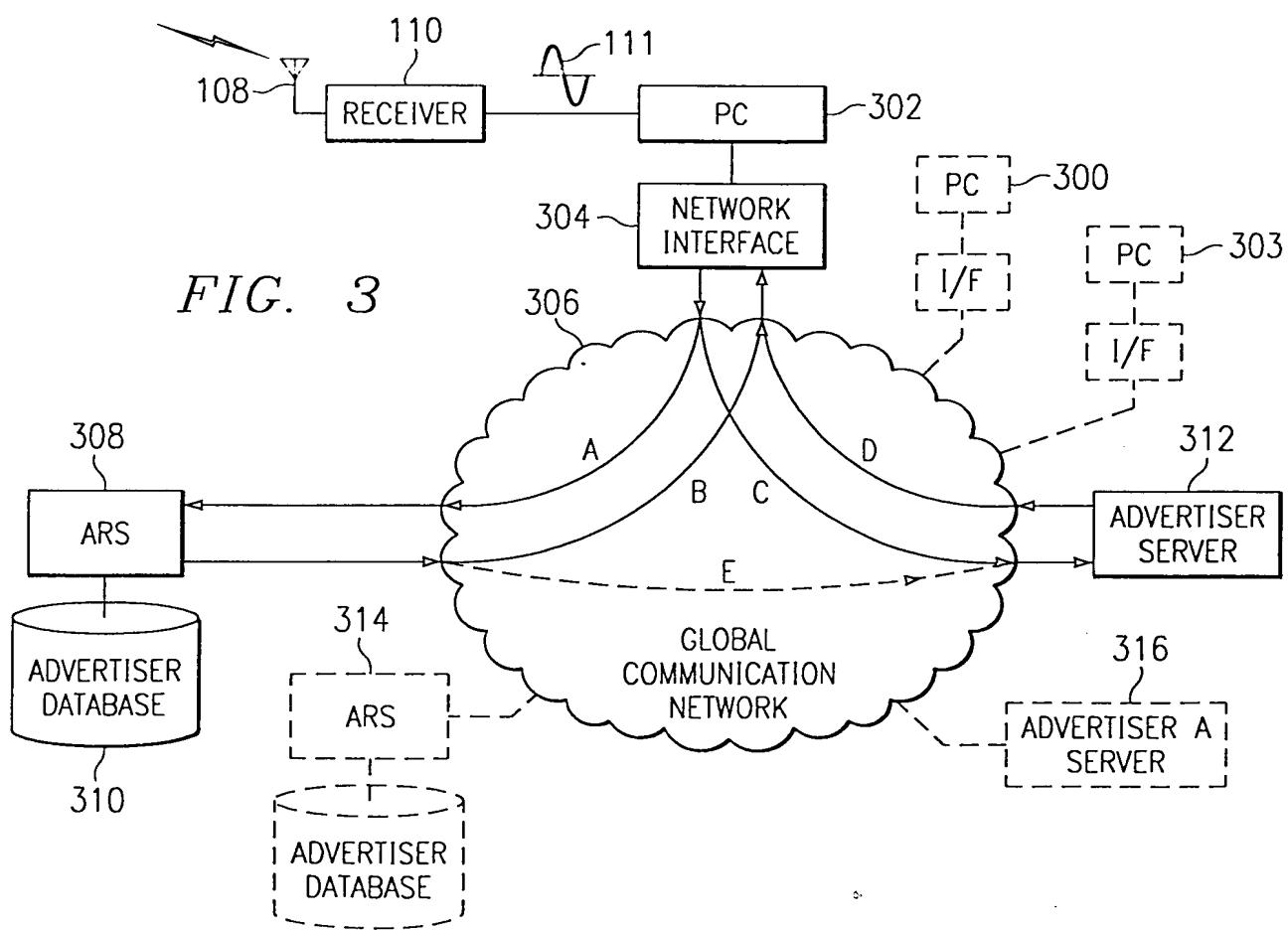


FIG. 3

PATH A: SOURCE TO ARS

400	URL OF ARS	ADVERTISER PRODUCT CODE	URL OF SOURCE
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FIG. 4a

PATH B: ARS TO SOURCE

402	URL OF SOURCE	URL OF ADVERTISER	URL OF ARS
-----	---------------	-------------------	------------

FIG. 4b

PATH C: SOURCE TO ADVERTISER

404	URL OF ADVERTISER	REQUEST-FOR-INFORMATION	URL OF SOURCE
-----	-------------------	-------------------------	---------------

FIG. 4c

PATH D: ADVERTISER TO SOURCE

406	URL OF SOURCE	REQUESTED INFORMATION	URL OF ADVERTISER
-----	---------------	-----------------------	-------------------

FIG. 4d

PATH E: ARS TO ADVERTISER (OPTIONAL)

408	URL OF ADVERTISER	REQUEST-FOR-INFORMATION	URL OF SOURCE
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FIG. 4e

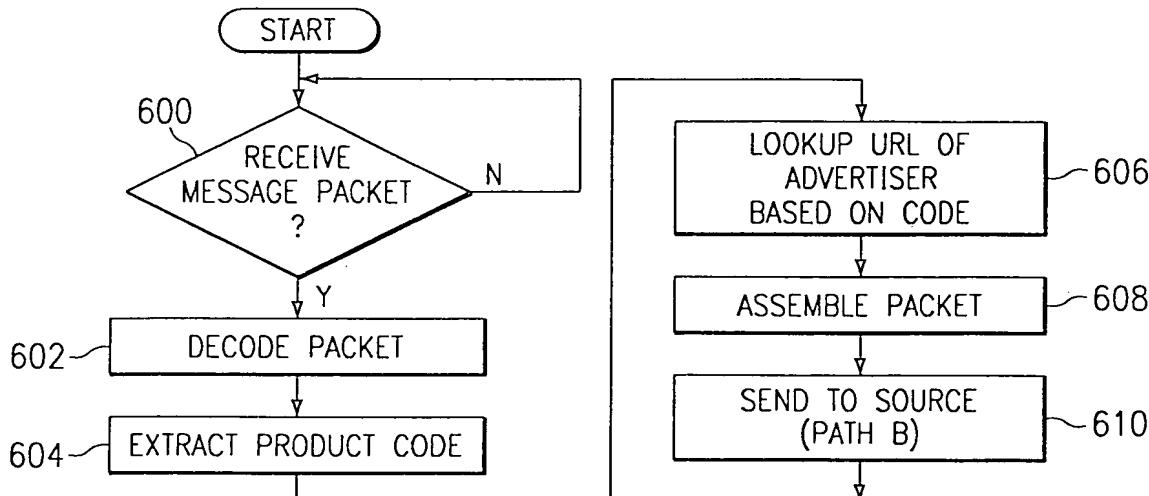


FIG. 6

09594654 061600

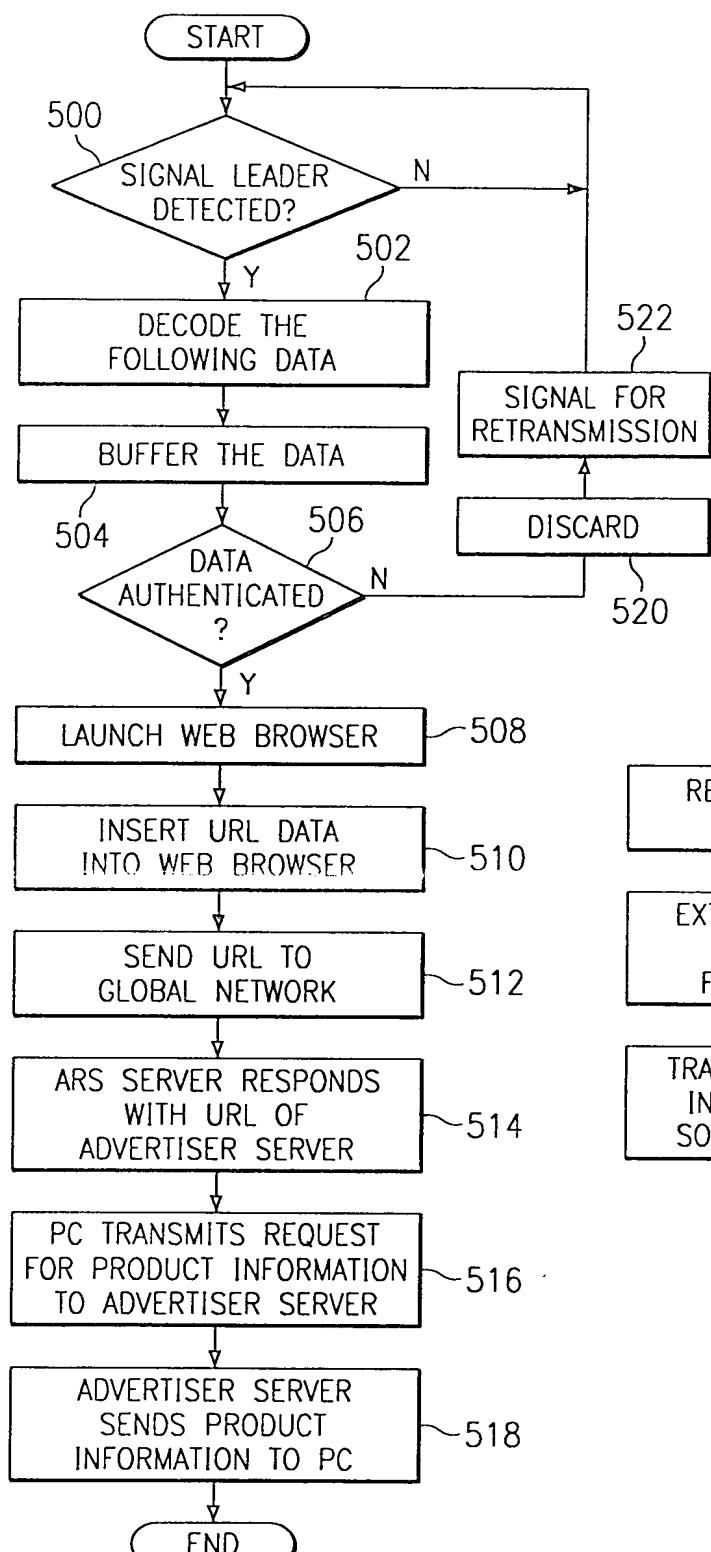


FIG. 5

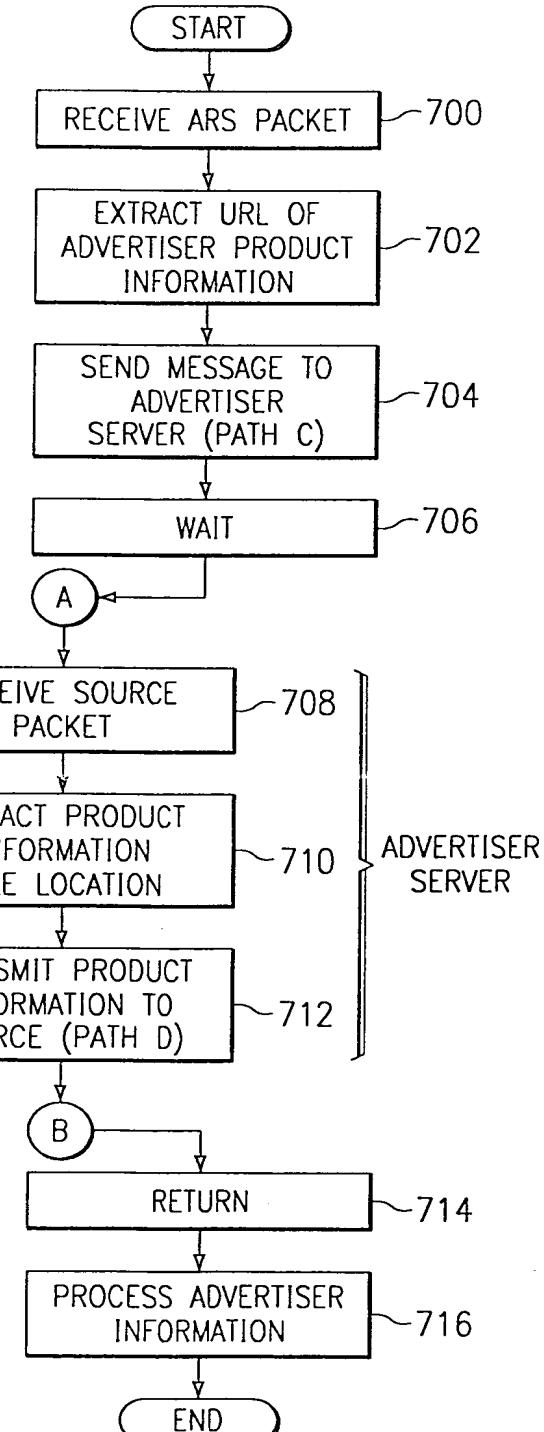


FIG. 7

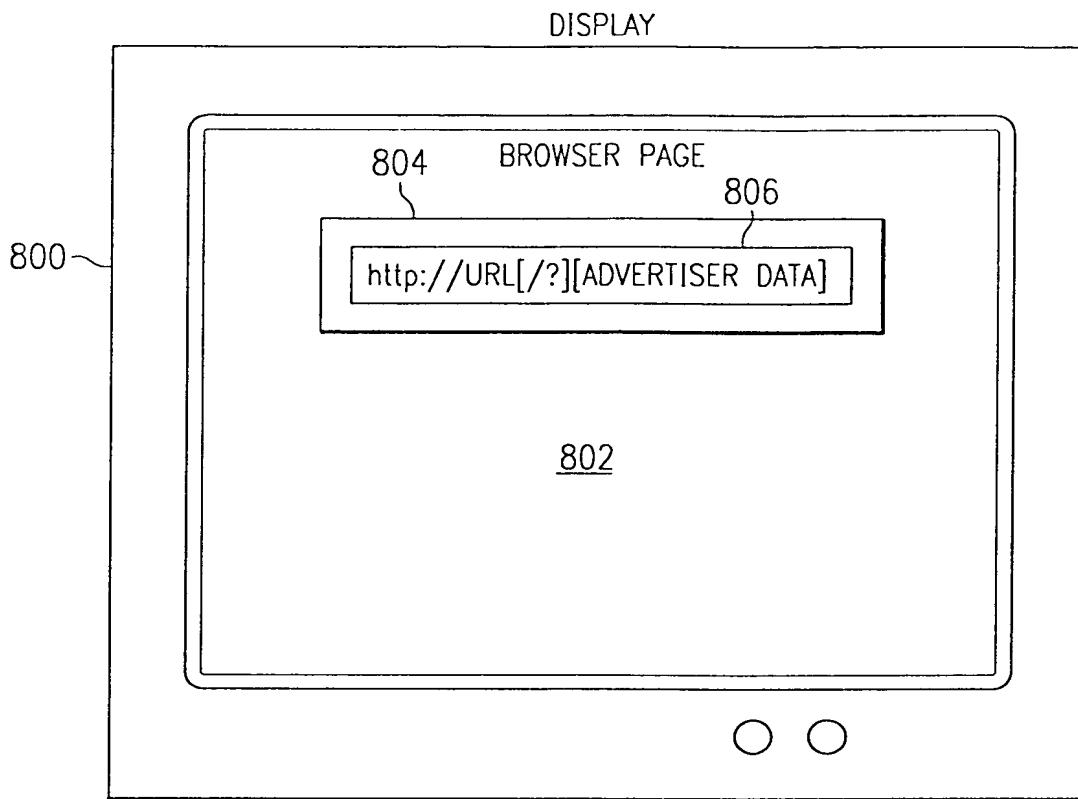
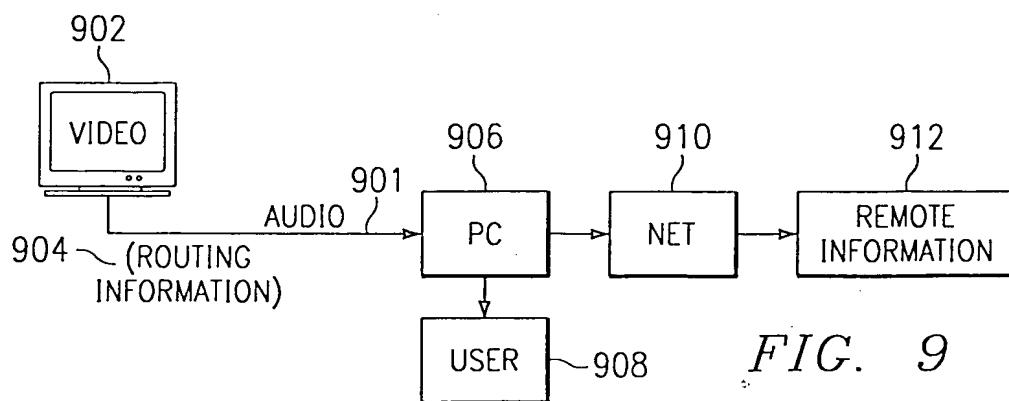
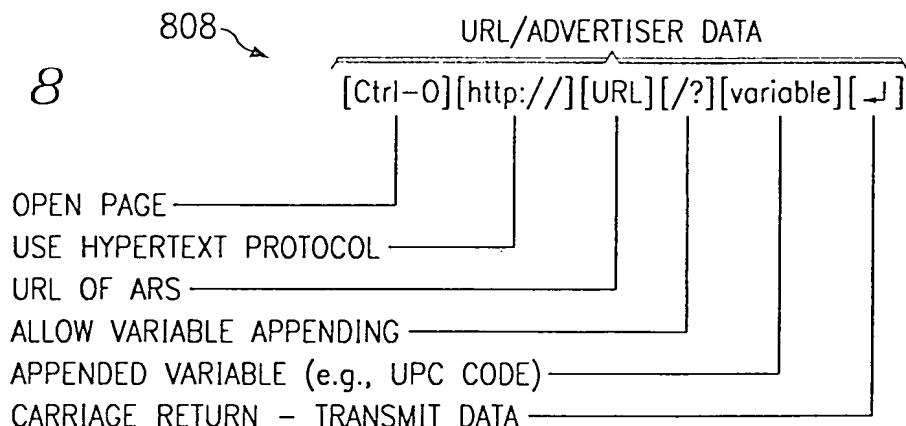
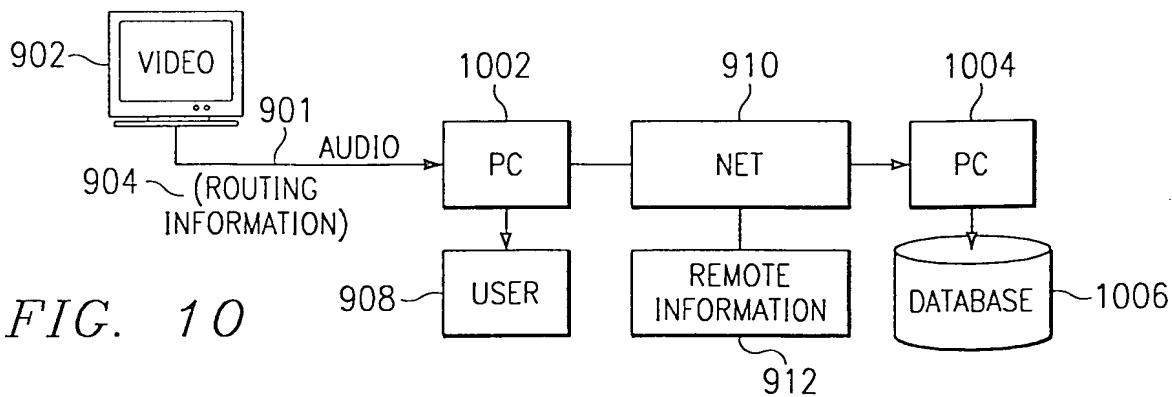


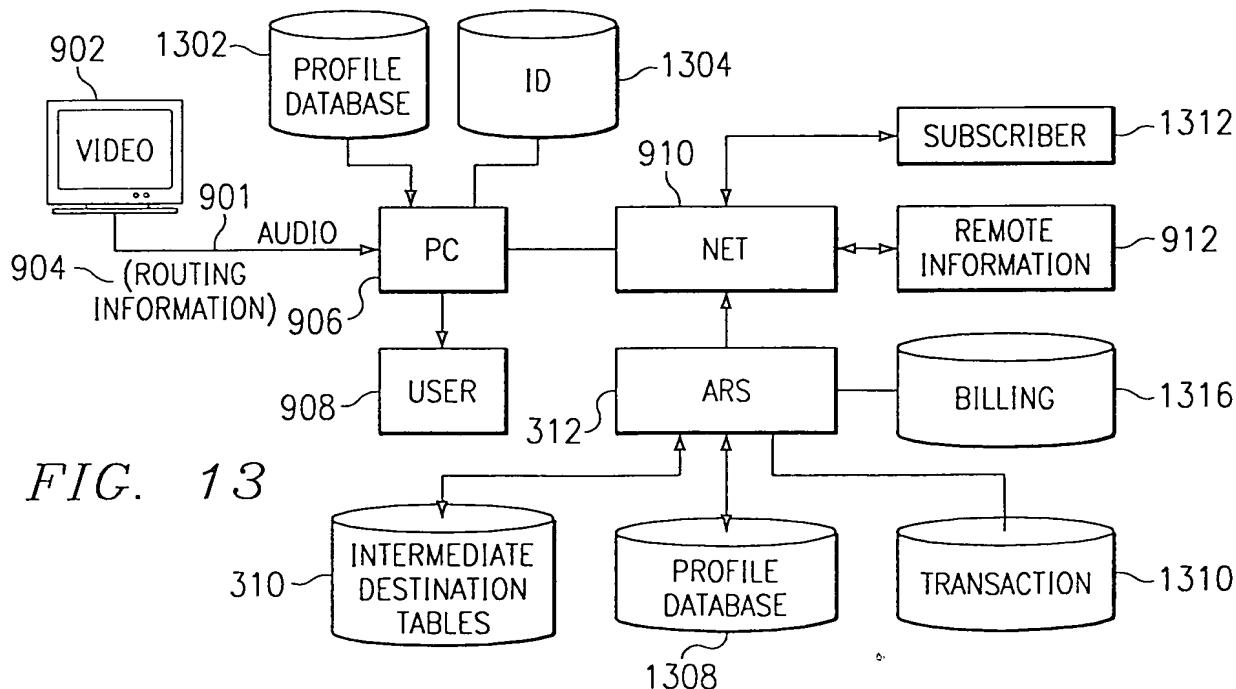
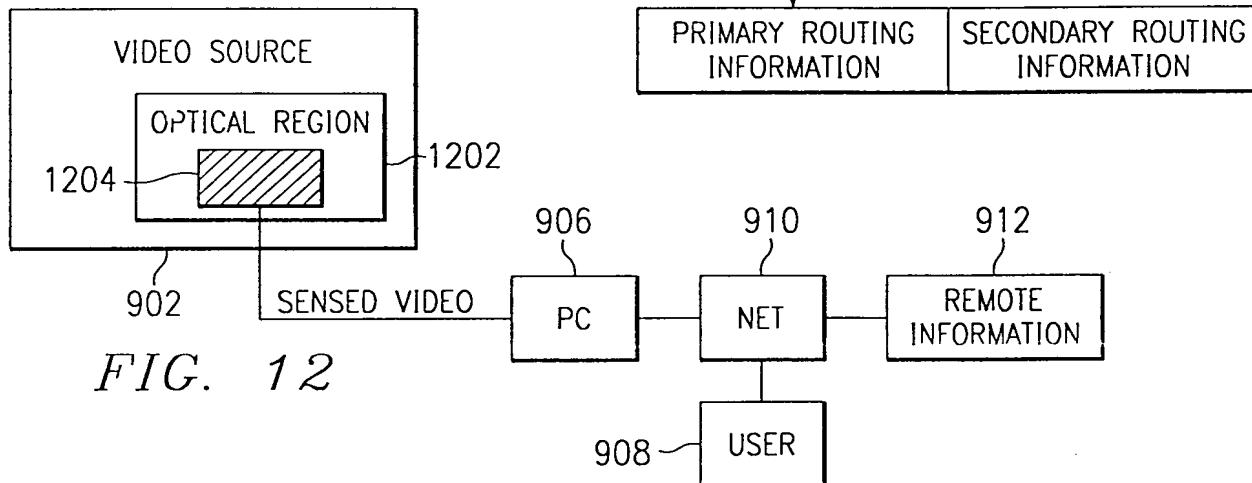
FIG. 8





PRIMARY ROUTING INFORMATION

FIG. 11



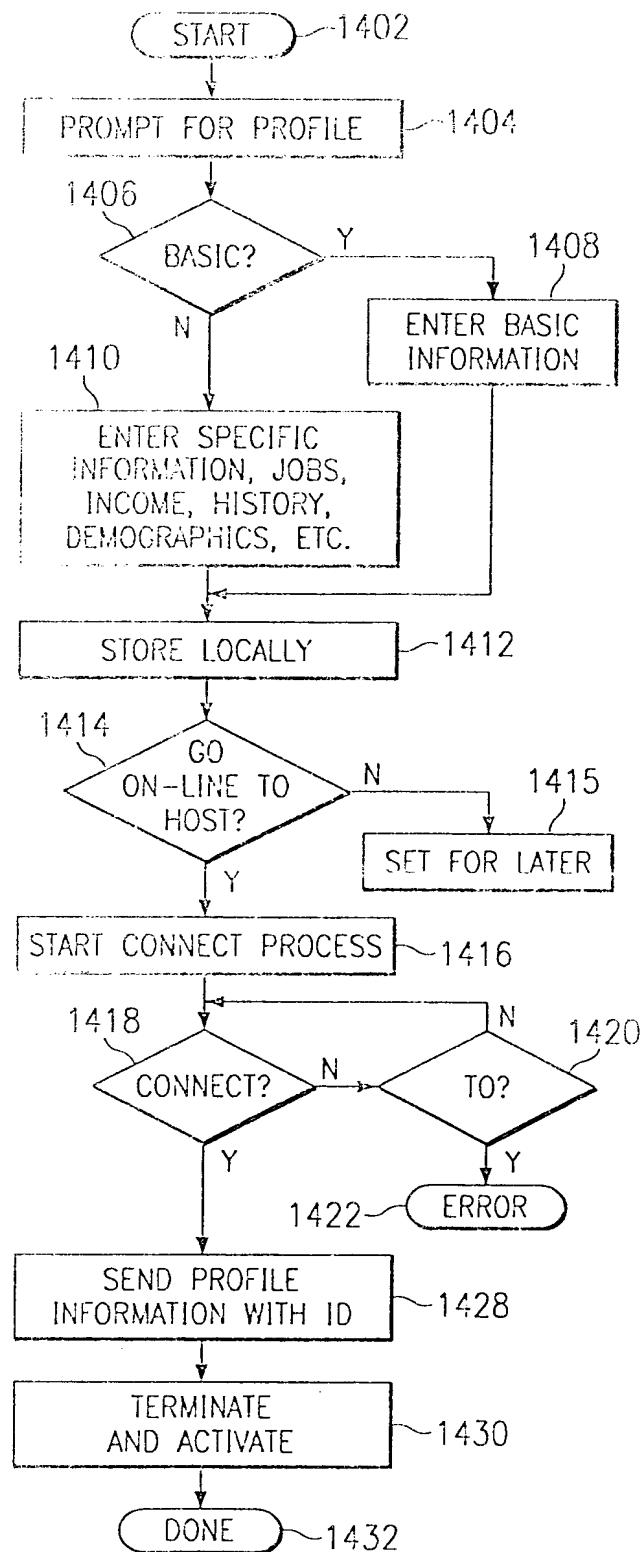


FIG. 14

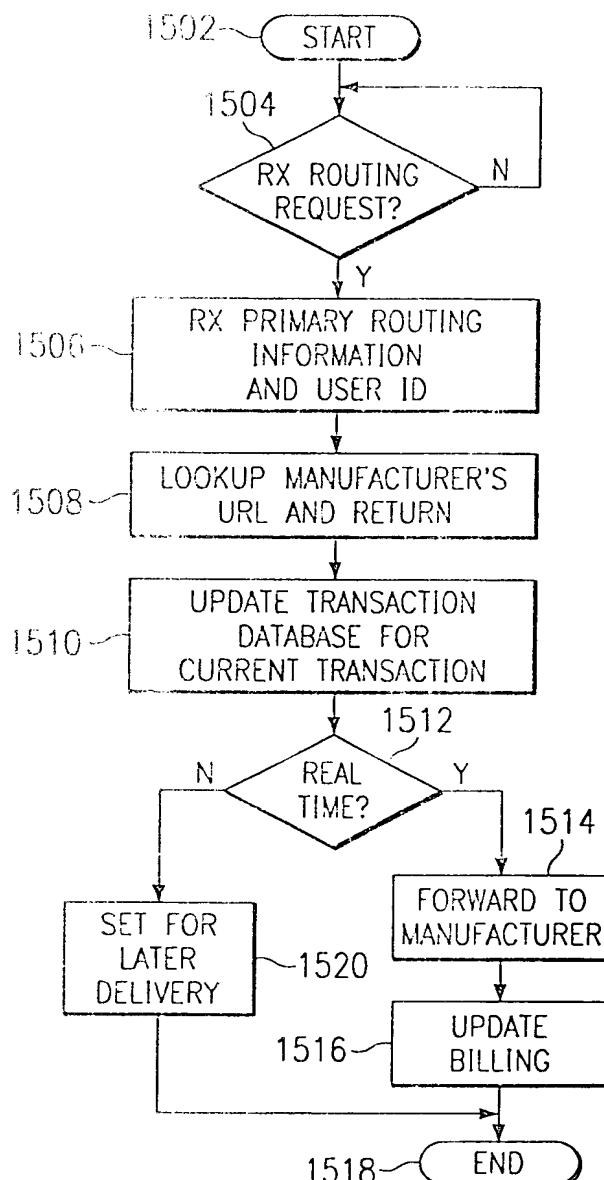


FIG. 15

FIG. 16

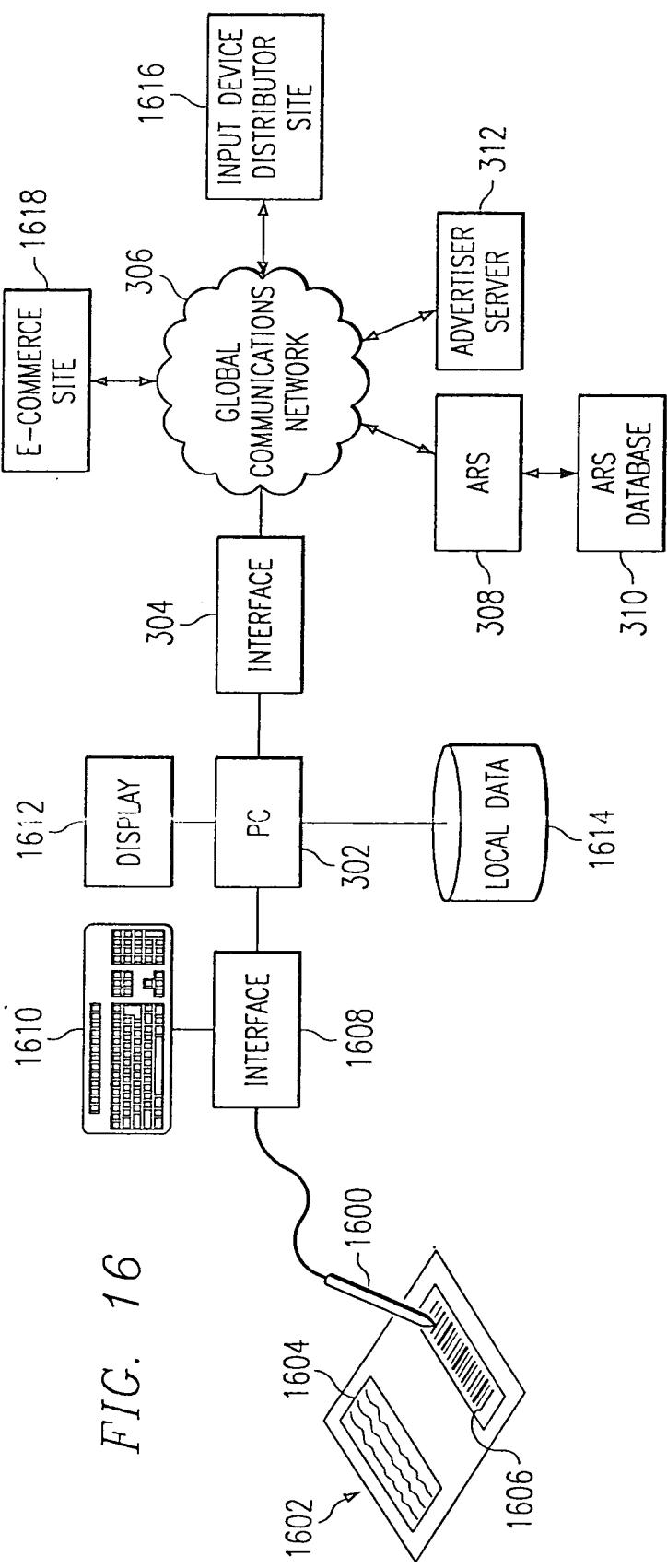


FIG. 17

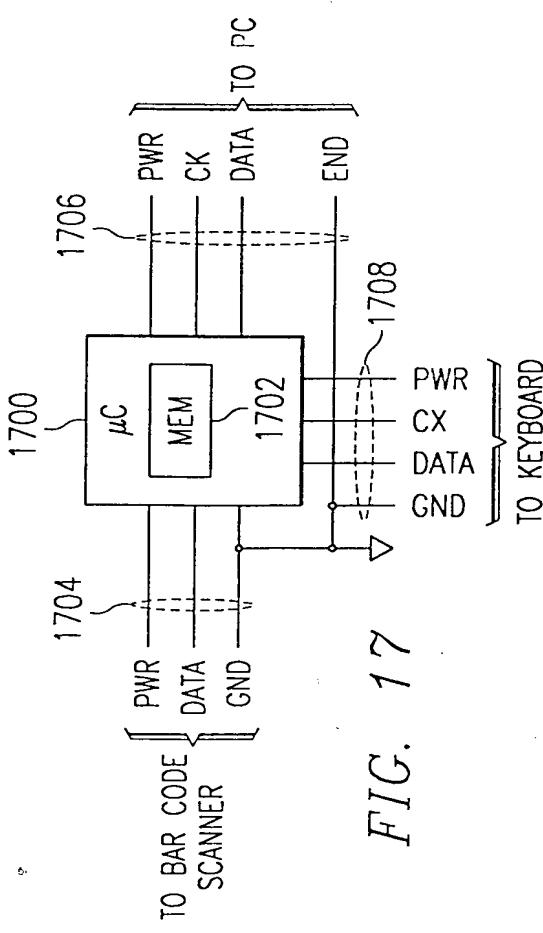


FIG. 18

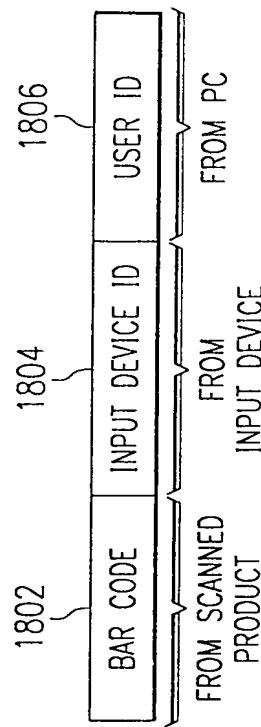


FIG. 19

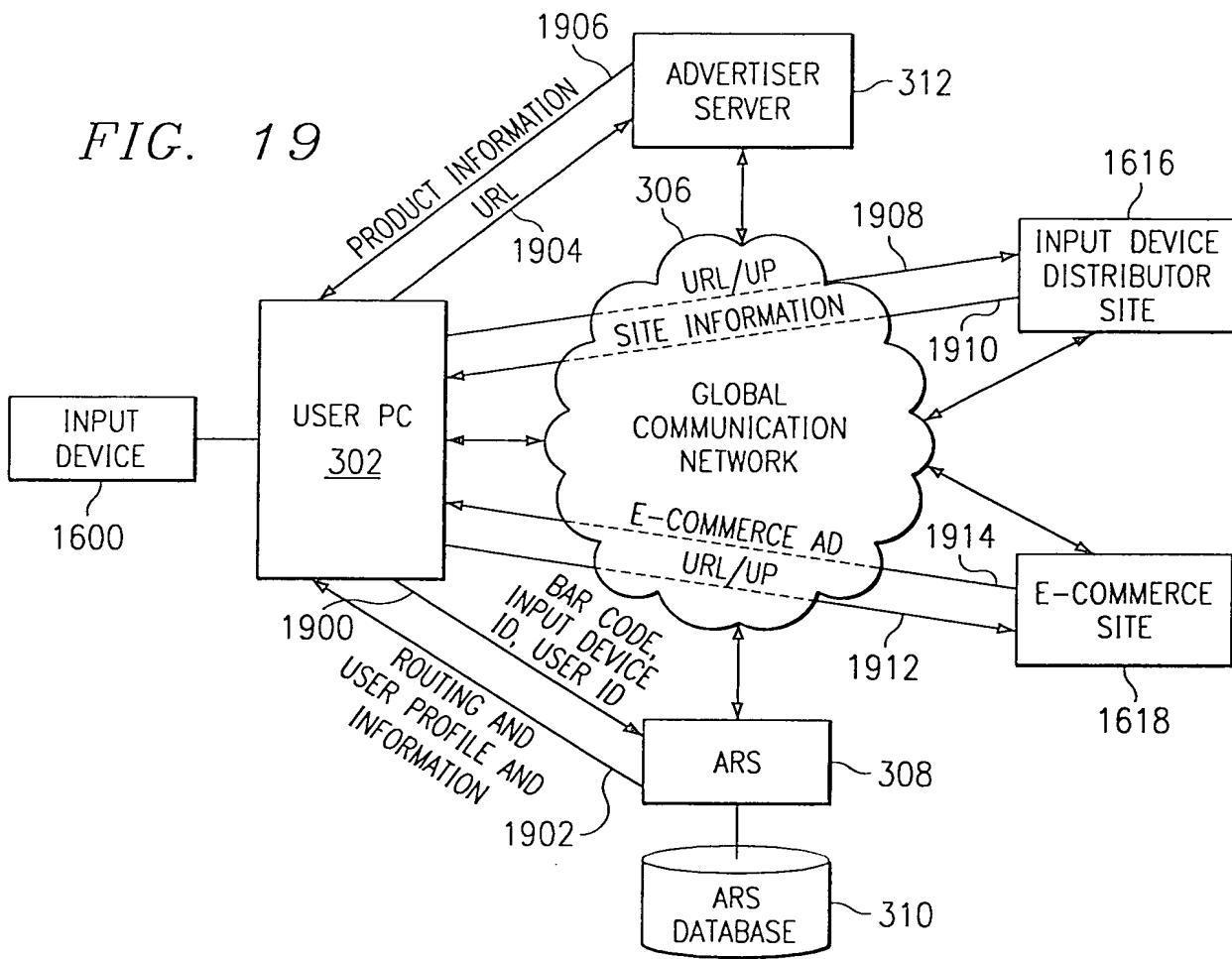


FIG. 20

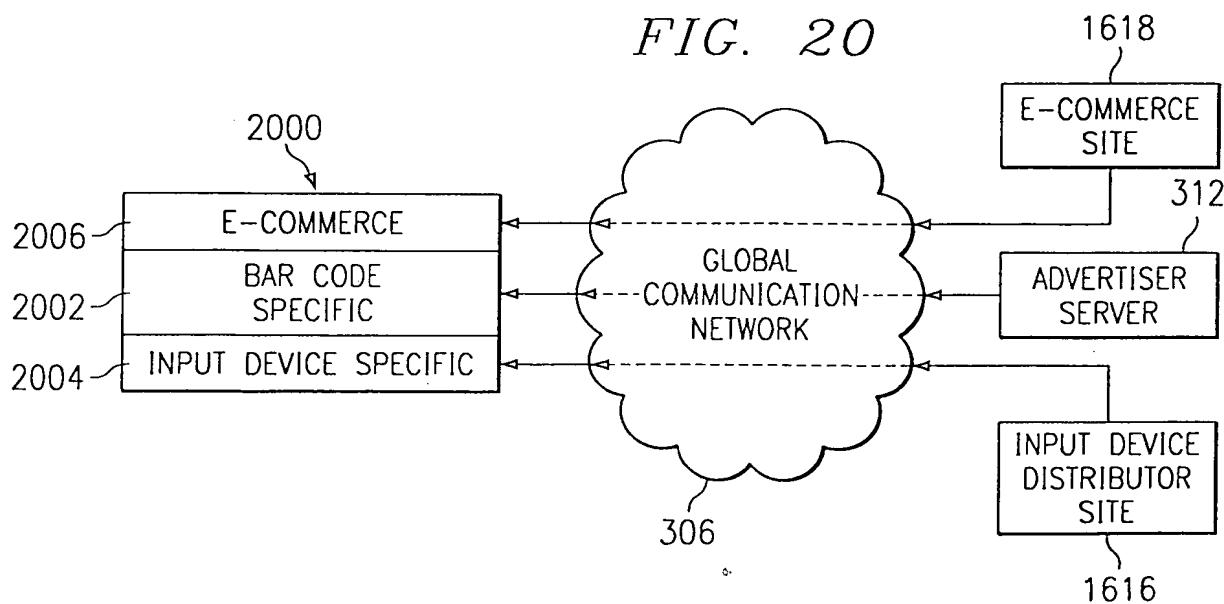


FIG. 21

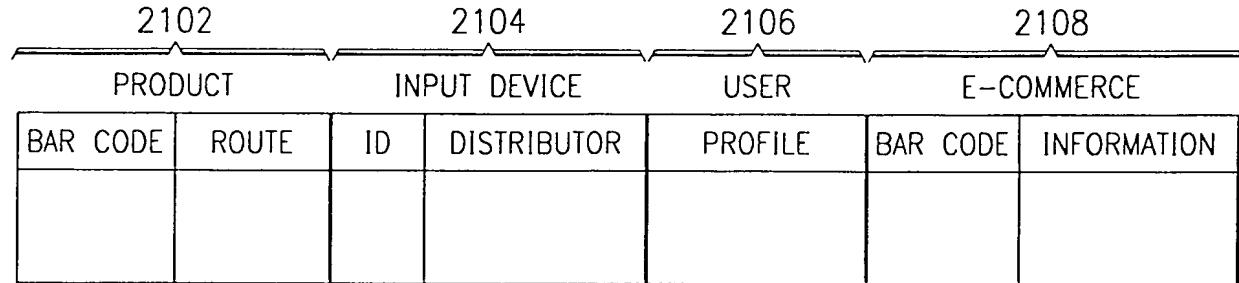


FIG. 22

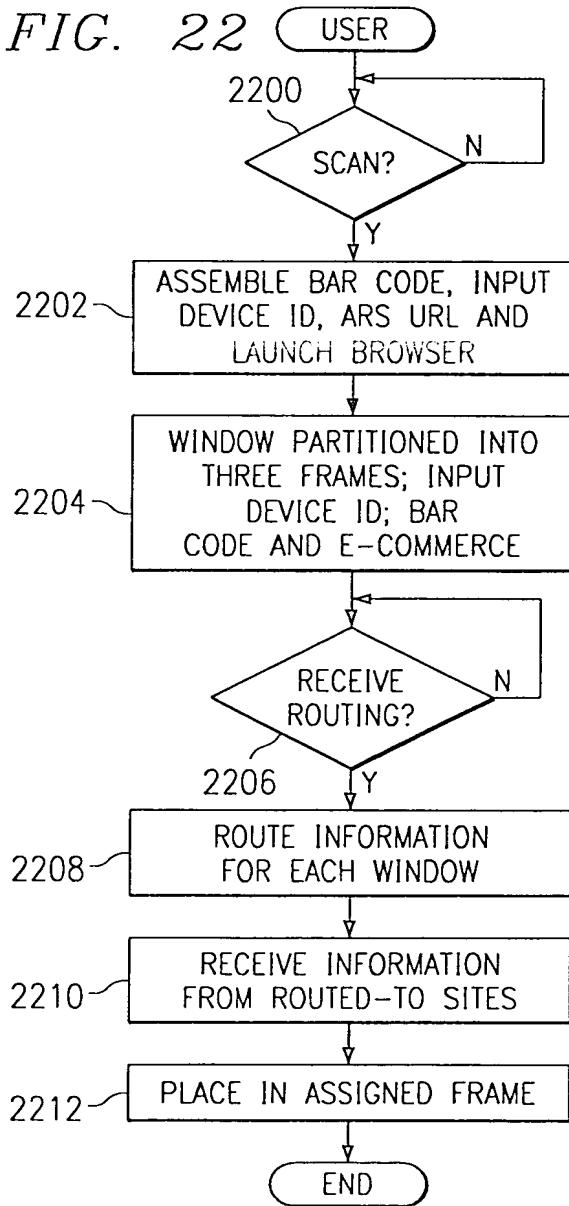
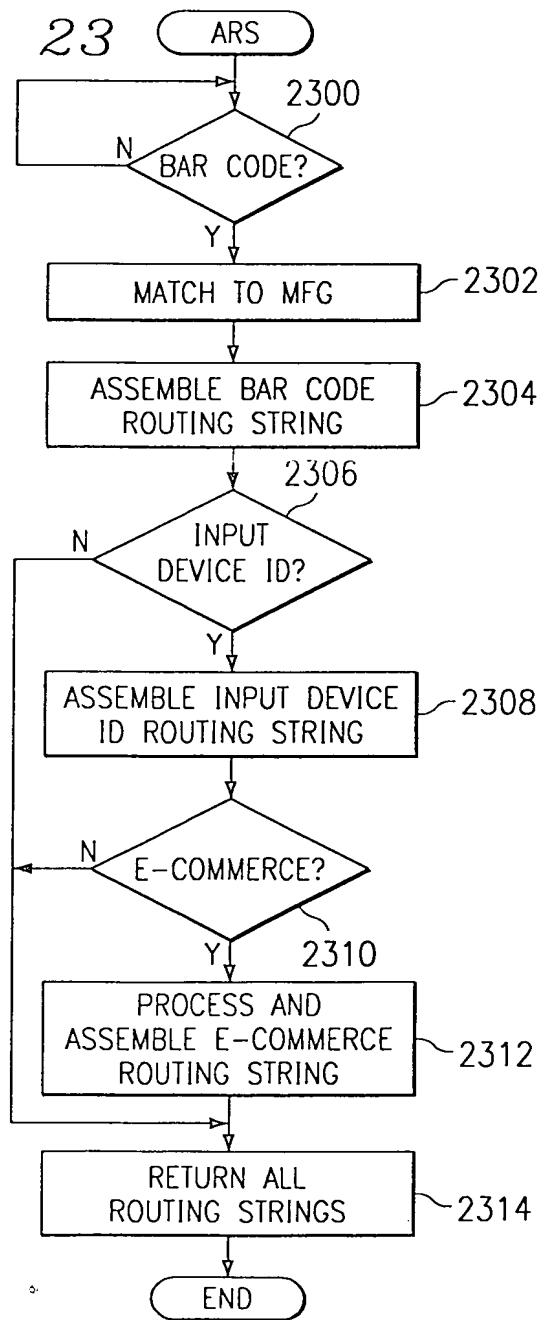


FIG. 23



09594651 - DC4500

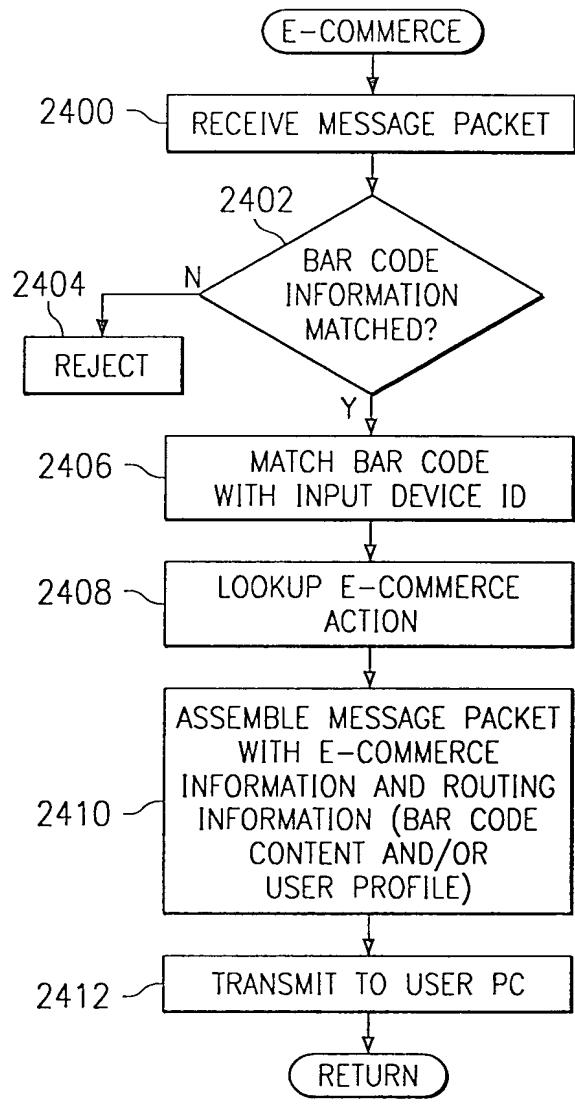


FIG. 24

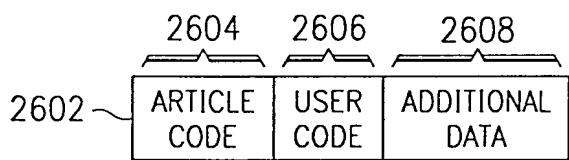


FIG. 26

ARTICLE CODE	ROUTING INFORMATION	TARGET SITE
3800043400	www.domain.com\contesta\target1	TARGET 1
3800043410	www.domain.com\contesta\target2	TARGET 2
7800001234	205.xxx.xxx.123	TARGET 3
5490003019	205.xxx.xxx.456	TARGET 4

FIG. 27

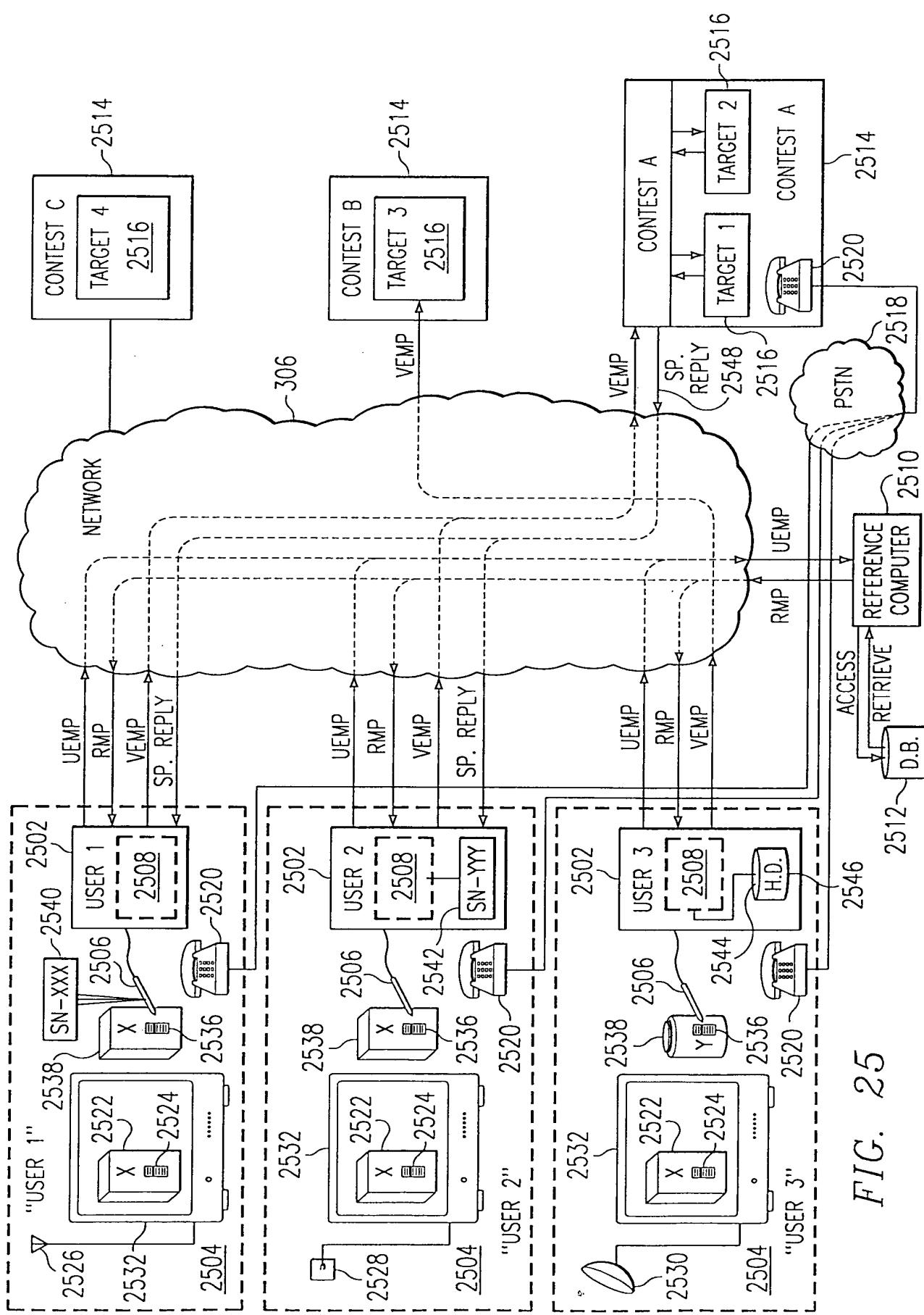


FIG. 25

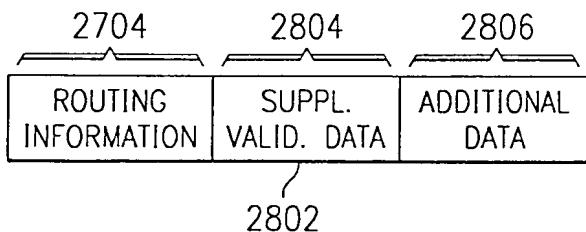


FIG. 29

USER CODE	VALID?	USER PHONE	USER AGE
015683	YES	555-111-1234	35
015684	YES	555-222-2345	19
015685	NO		
015686	YES	555-333-5678	28

2606      2904

2905      2906      2908

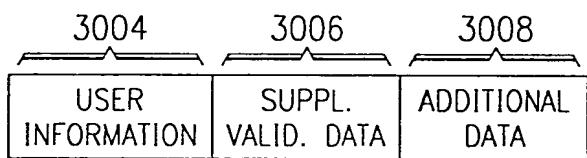
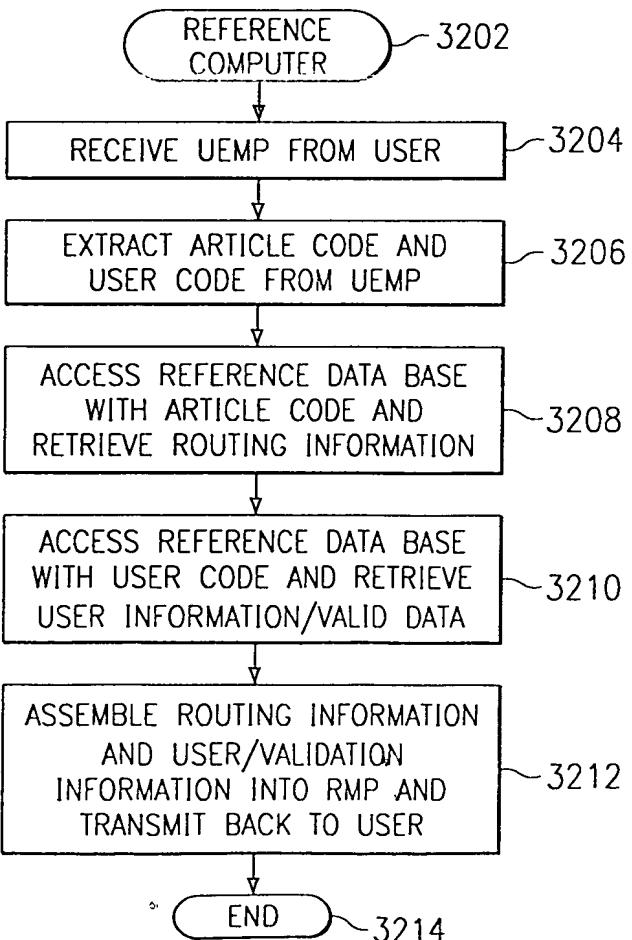


FIG. 32



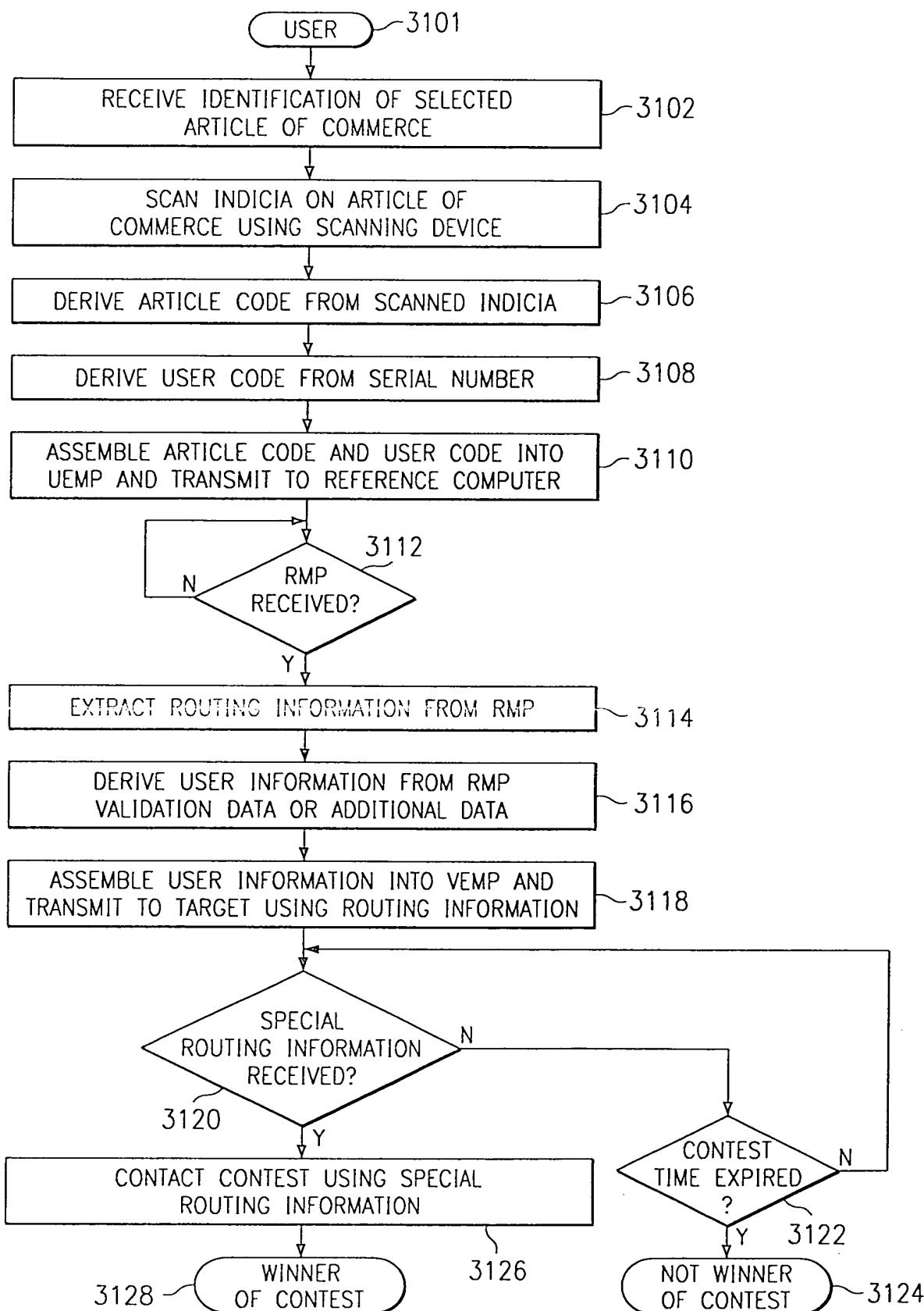
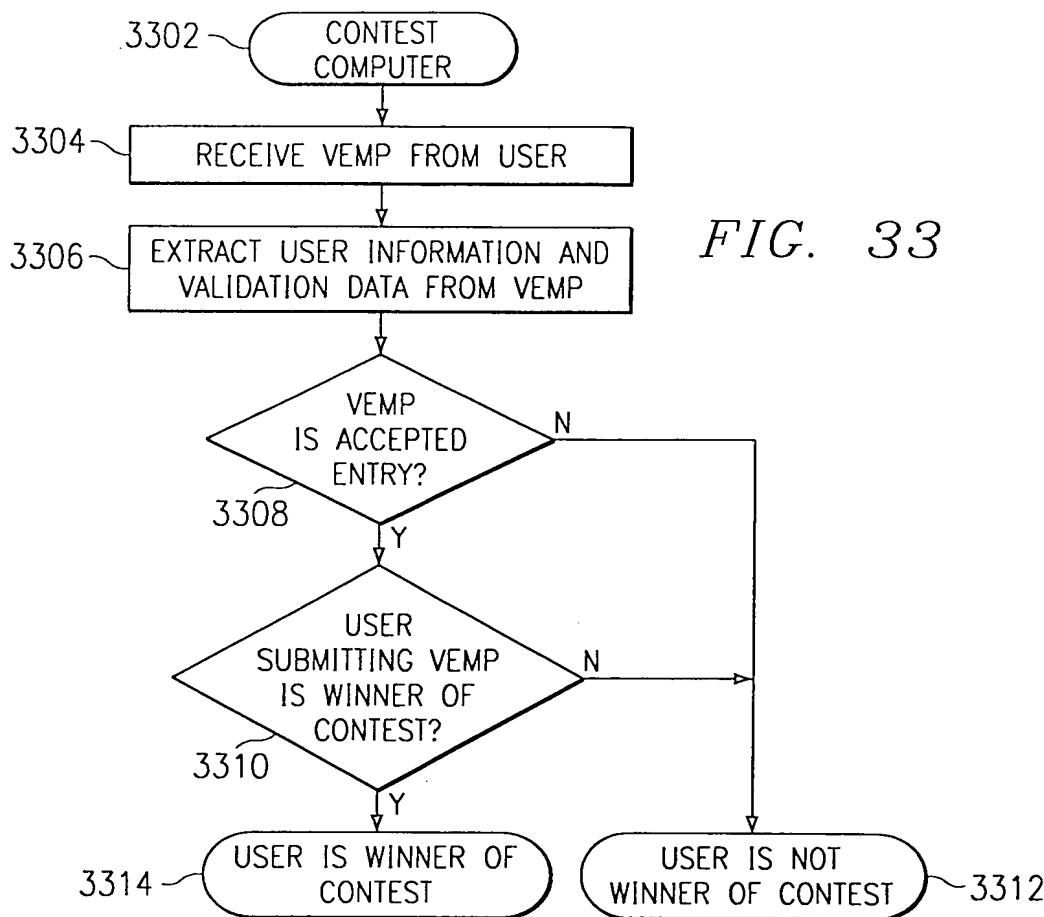
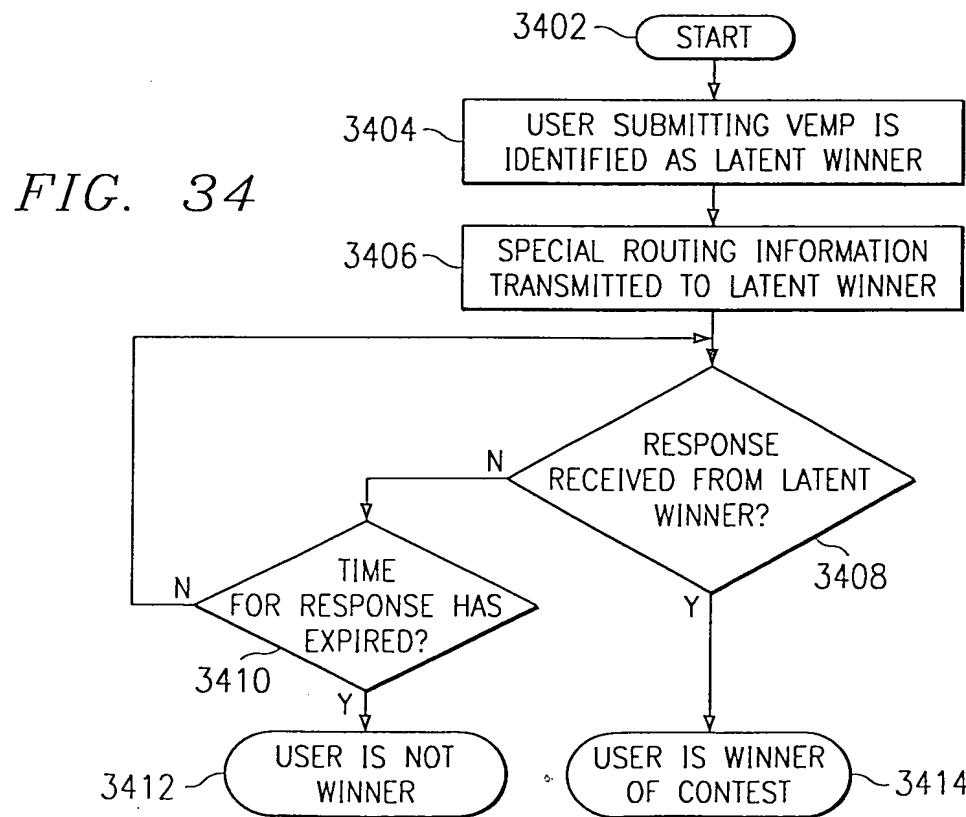


FIG. 31

09594651 - 061500



09594651 - 0631500



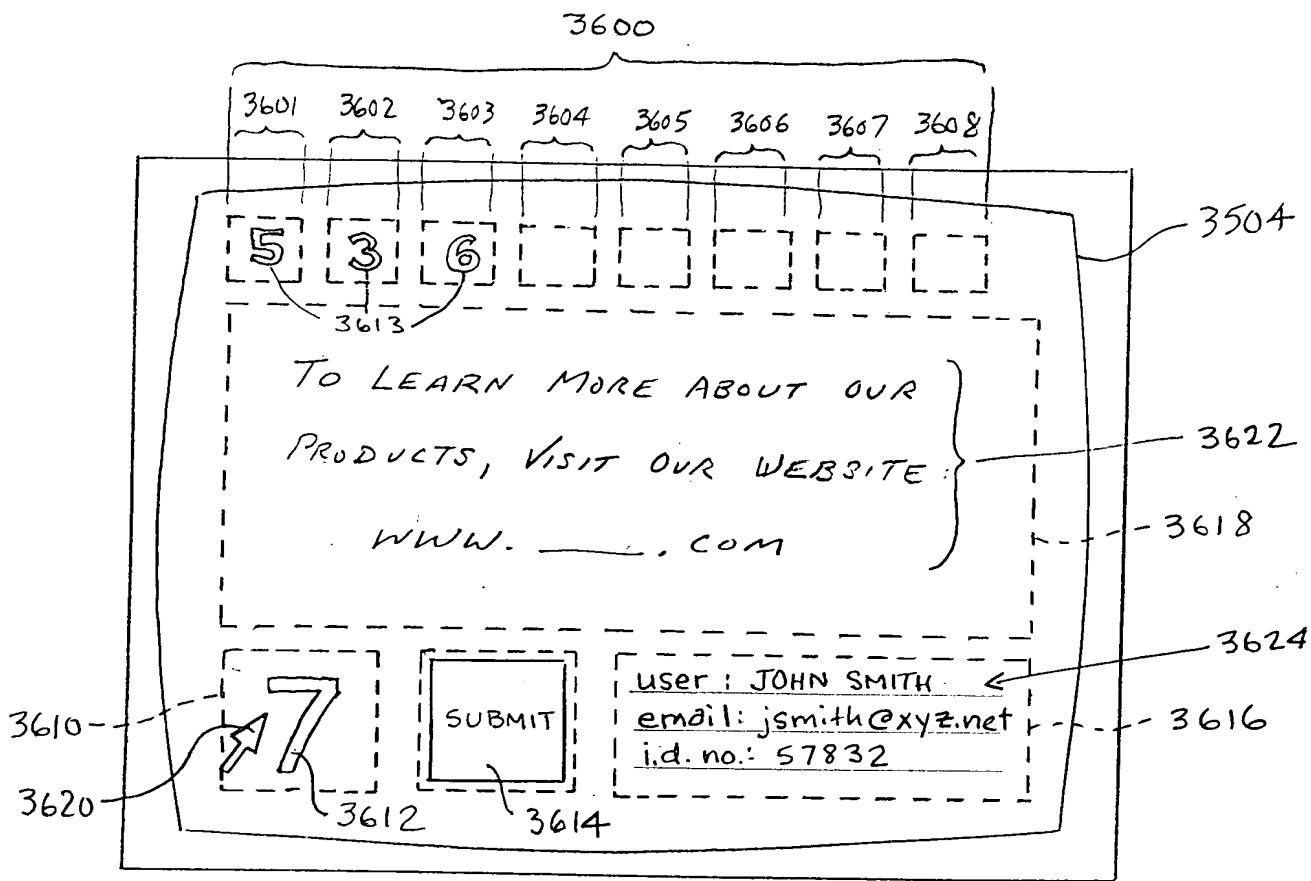


FIG. 36

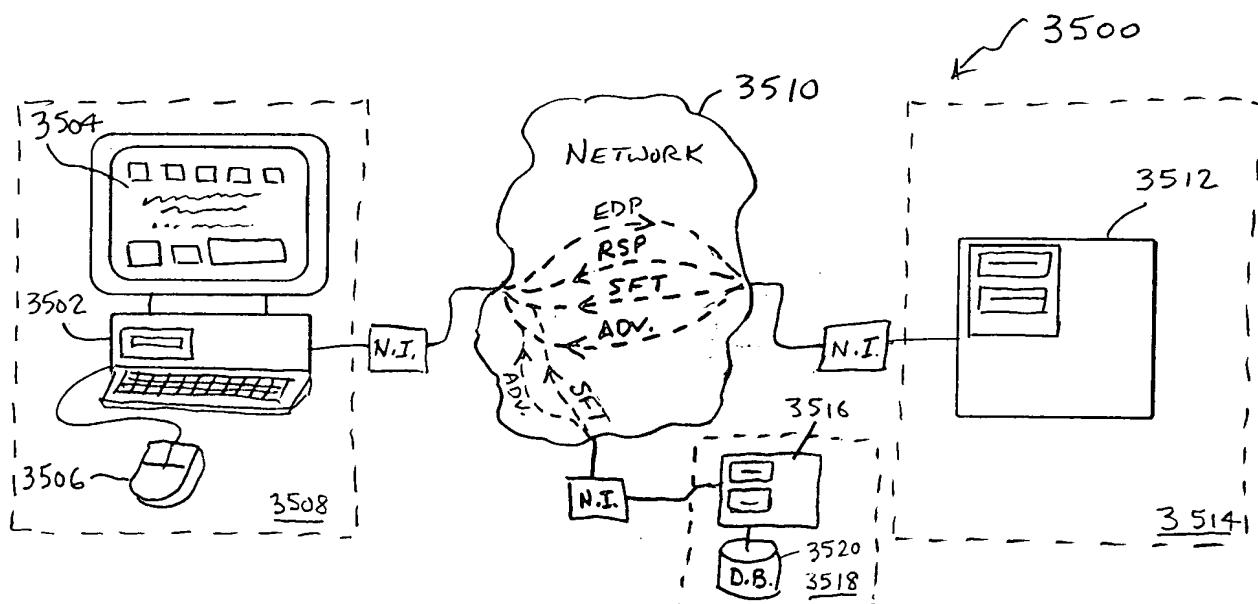


FIG. 35

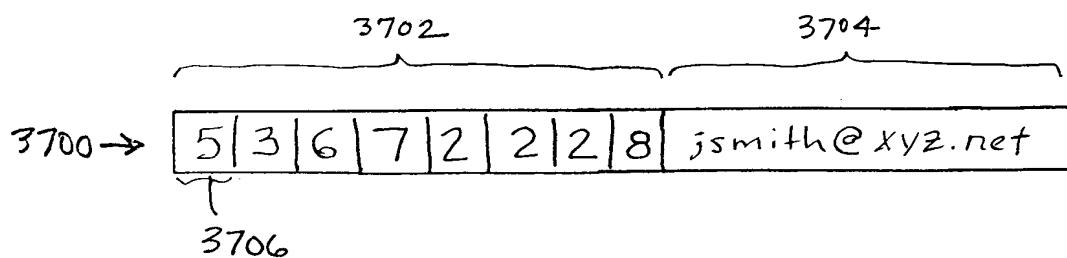


FIG. 37

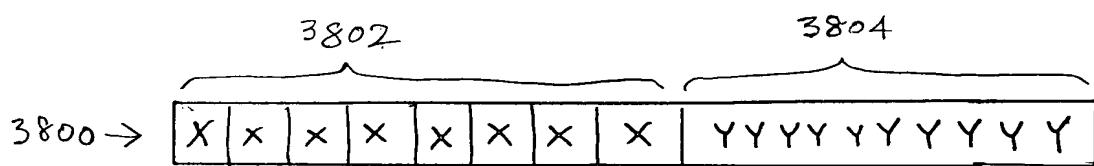


FIG. 38

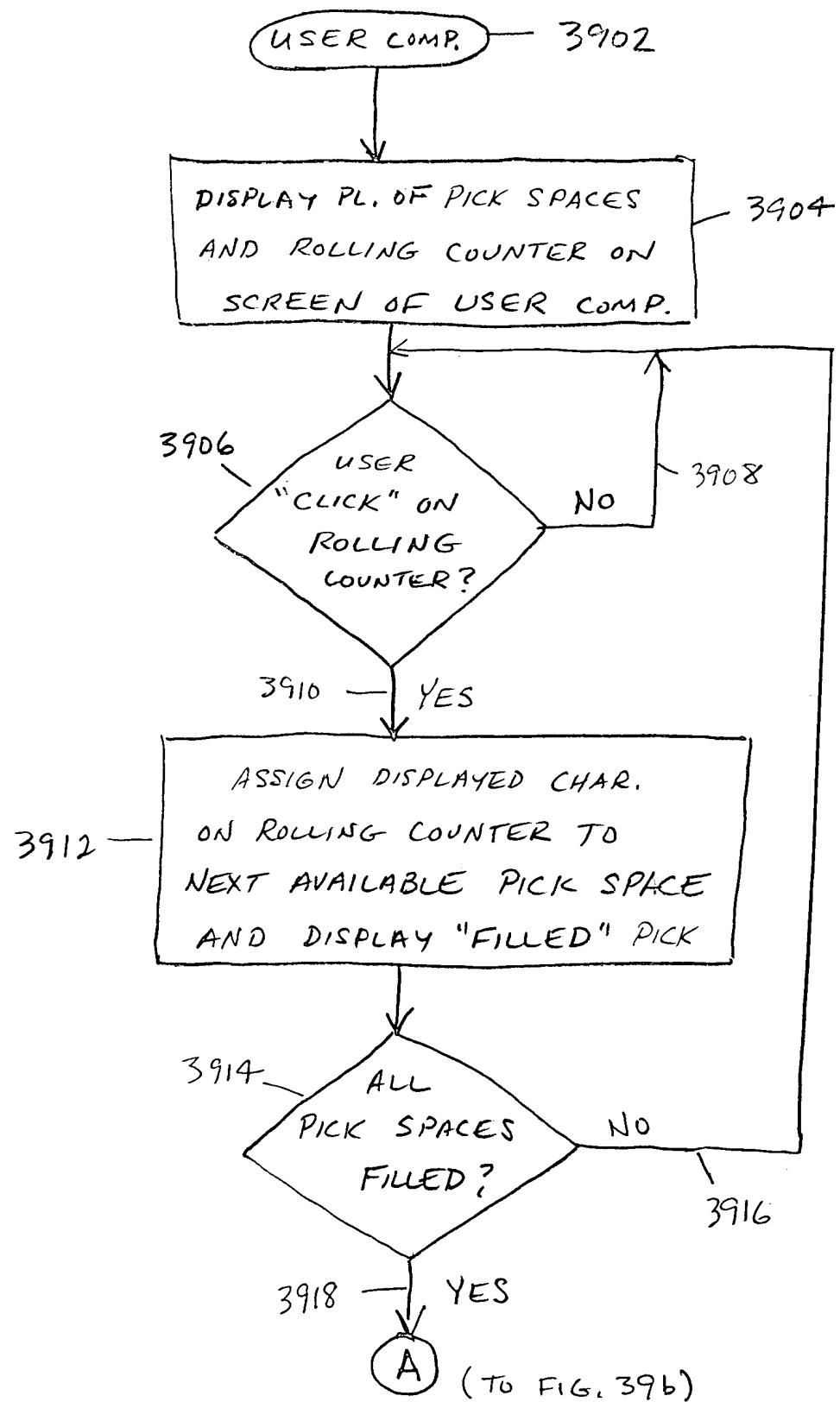


FIG. 39a

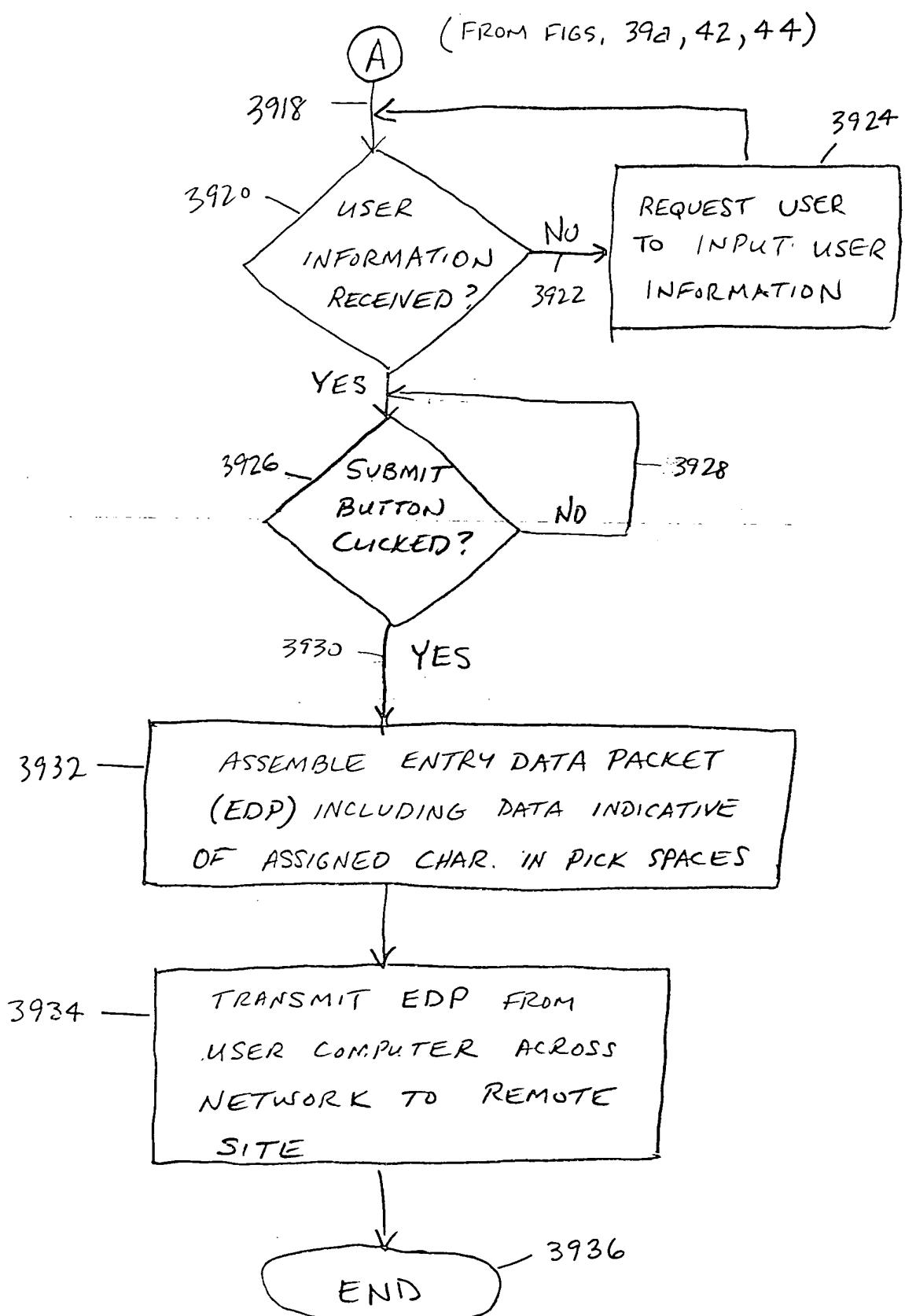


FIG. 39 b

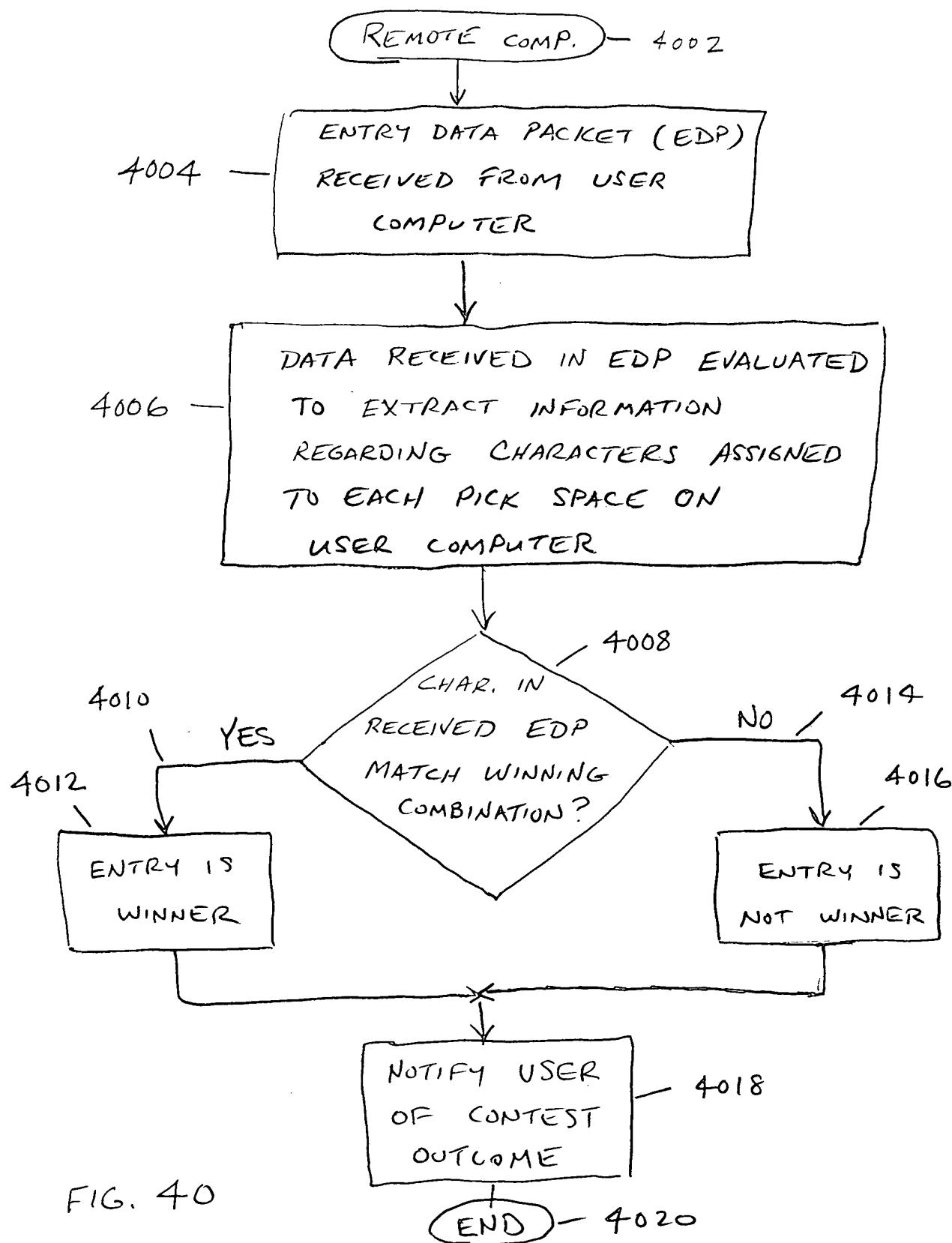


FIG. 40

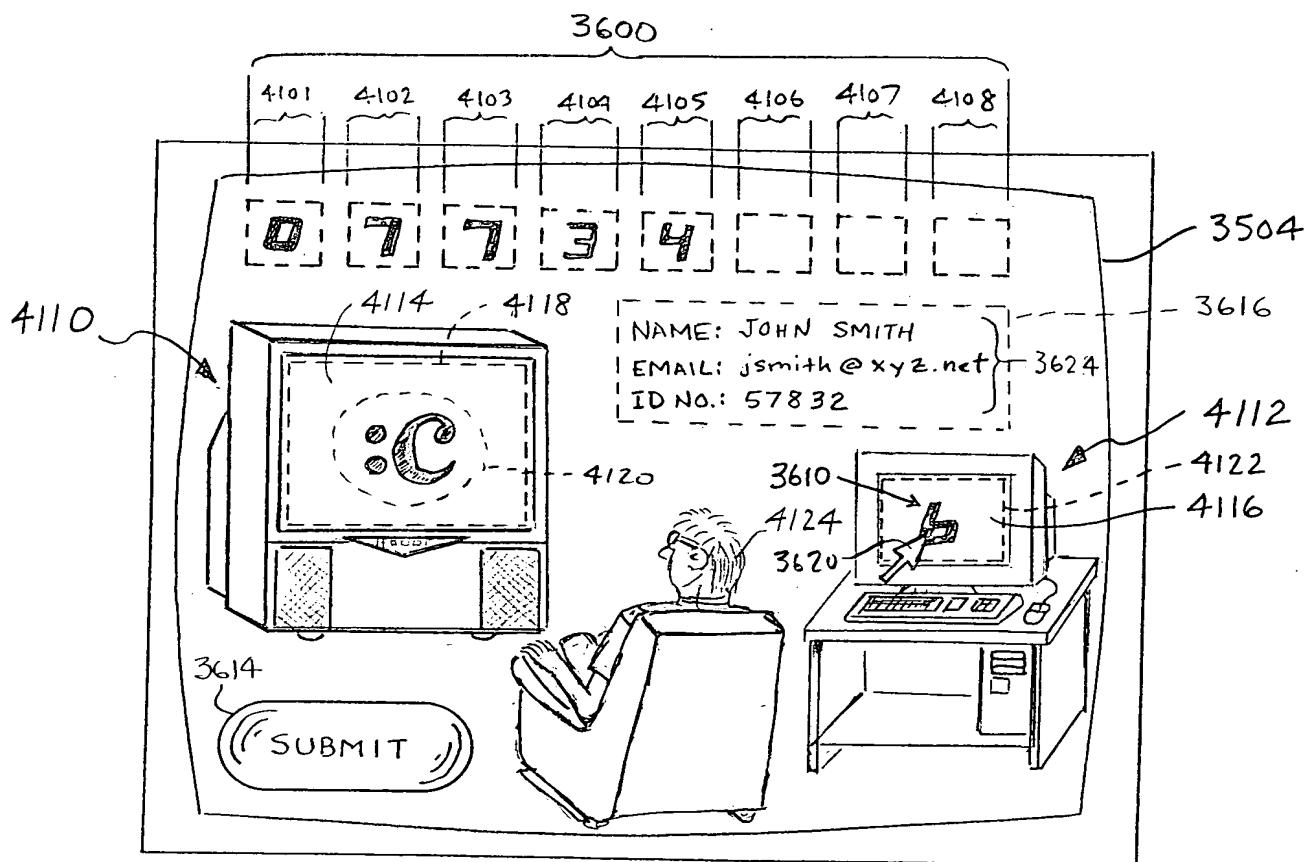


FIG. 41

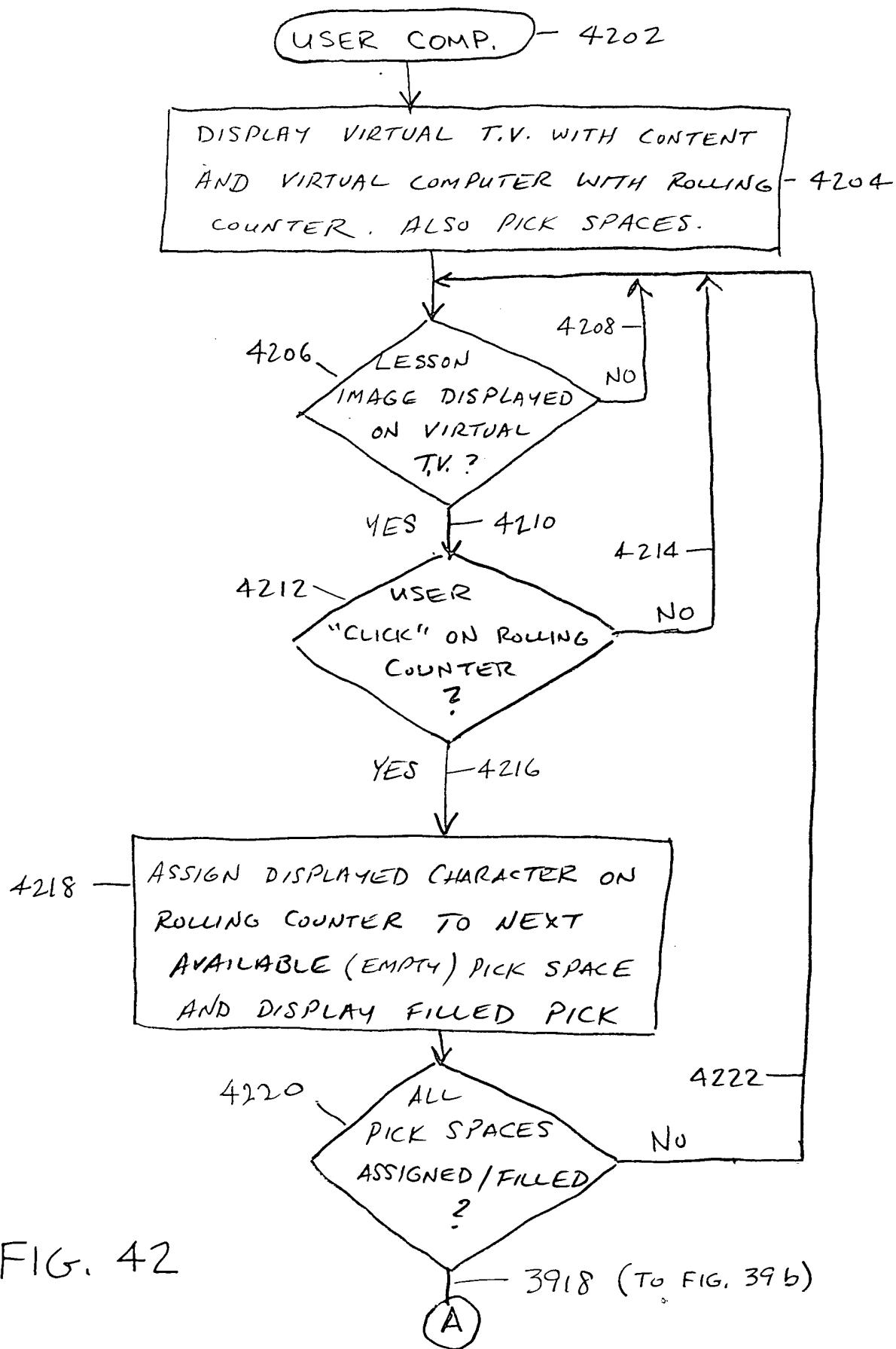


FIG. 42

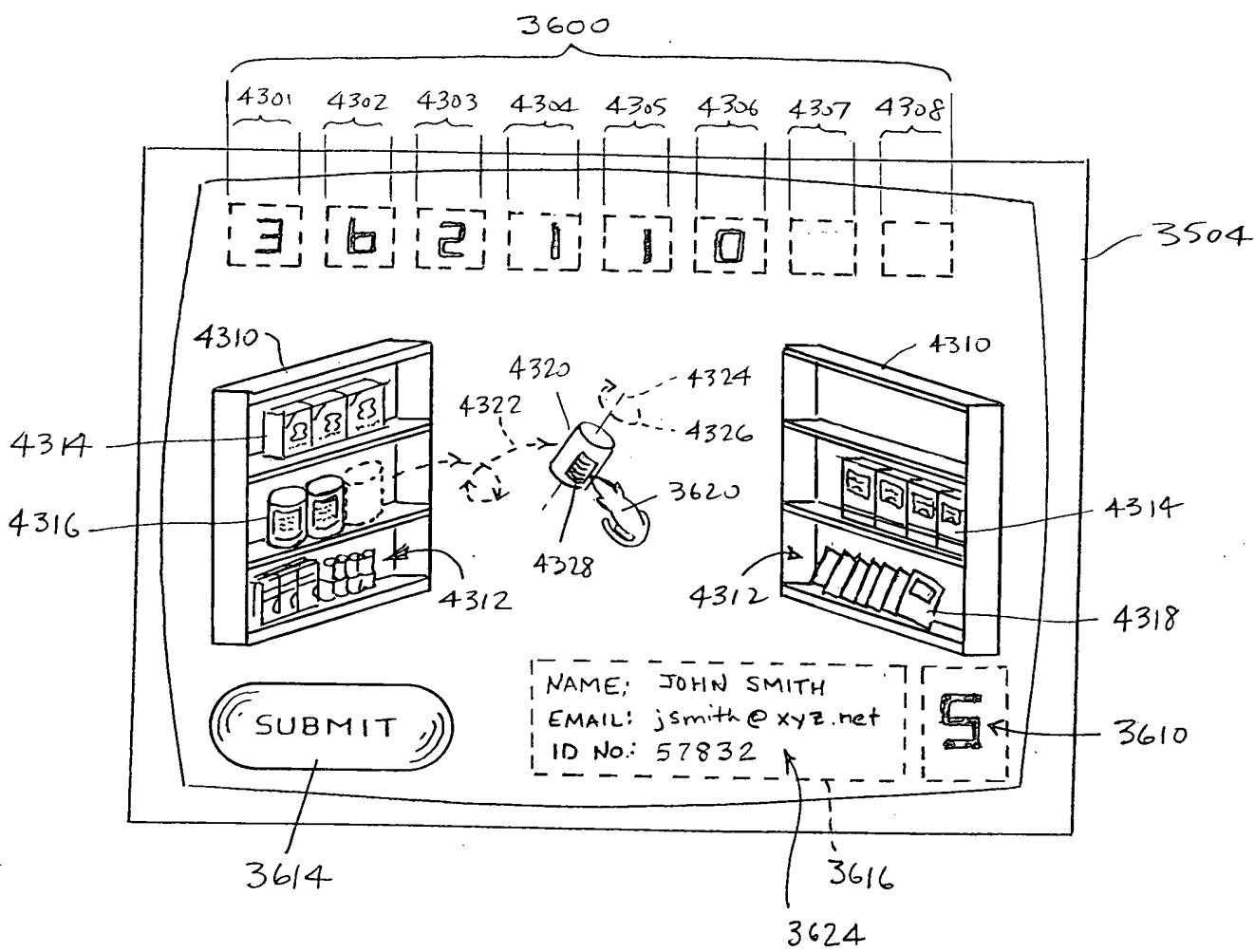


FIG. 43

